

EXHIBIT 15

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12 UNITED STATES DISTRICT COURT
13 NORTHERN DISTRICT OF CALIFORNIA
14 SAN JOSE DIVISION

15 ANGEL FRALEY; PAUL WANG; SUSAN
16 MAINZER; JAMES H. DUVAL, a minor, by
and through JAMES DUVAL, as Guardian ad
17 Litem; and WILLIAM TAIT, a minor, by and
through RUSSELL TAIT, as Guardian ad Litem;
18 individually and on behalf of all others similarly
situated,

19 Plaintiffs,

20 v.

21 FACEBOOK, INC., a corporation; and DOES 1-
22 100,

23 Defendants.

Case No. CV 11-01726 LHK PSG

**PLAINTIFF WILLIAM TAIT'S
RESPONSES TO DEFENDANT'S
INTERROGATORIES**

SET ONE

Courtroom: 8
Judge: Hon. Lucy H. Koh
Trial Date: December 3, 2012

24 PROPOUNDING PARTY: Defendant FACEBOOK, INC.

25 RESPONDING PARTY: Plaintiff WILLIAM TAIT, a minor, by and through
26 RUSSELL TAIT, as Guardian ad litem

27 SET NUMBER: ONE
28

1 the Nielsen reports discussed publicly by Facebook, documents produced in litigation and
 2 deposition testimony which confirm the worth of the endorsements and the fact that Facebook
 3 charges more for them. The Plaintiffs' right to be paid also stems from the common and
 4 statutory right of publicity (Civil Code section 3344), and from the common law of unjust
 5 enrichment which, provides that noncelebrities are to be compensated for nonconsensual uses
 6 of their names and likenesses in advertisements. The value of my endorsement is at least \$750
 7 per endorsement.
 8

9 **INTERROGATORY NO. 8:**

10 DESCRIBE each instance in which YOU have been offered, and/or have received
 11 compensation or other consideration of any kind to endorse, advertise, suggest, or recommend
 12 any PERSON, organization, cause, good, or service at any time during YOUR life.
 13

14 **INTERROGATORY NO. 8:**

15 Plaintiff endorsed Nike by wearing a t-shirt at Nike's request at a track meet. Plaintiff
 16 received one t-shirt from Nike to wear as consideration for that endorsement.
 17

18 **INTERROGATORY NO. 9:**

19 IDENTIFY the NAME of each of YOUR "Friends" on Facebook that YOU contend
 20 considered YOU a "celebrity," as asserted in Plaintiffs' Opposition to Facebook's Motion to
 21 Dismiss, at 9:3.
 22

23 **RESPONSE TO INTERROGATORY NO. 9:**

24 Plaintiff objects to this Interrogatory as mischaracterizing a statement made in a legal
 25 brief prepared by counsel as being a statement made directly by Plaintiff. Plaintiff objects to
 26 this Interrogatory on the ground that it is information equally available to Facebook. Subject to
 27 those objections and the General Objections, Plaintiff responds as follows: Plaintiff includes
 28

all of Plaintiff's "Facebook" friends as those to whom Plaintiff is a "celebrity".

INTERROGATORY NO. 10:

For each piece of content YOU identified in response to Interrogatory No. 2, DESCRIBE whether each of YOUR "Friends" on Facebook were informed, amused, or enlightened, had another reaction, and, if so, what that reaction was, or had no reaction, as a result of learning that YOU "Liked" such content, and state all bases for and facts supporting your answer.

RESPONSE TO INTERROGATORY NO. 10:

Plaintiff objects to this Interrogatory on the ground that it consists of at least three subparts. Plaintiff objects to this Interrogatory on the ground that it calls for speculation into the emotions and mental reactions of third parties, and is vague as to what constitutes any of the listed responses to pieces of content. Subject to those objections, Plaintiff responds that any reactions to his using the Like button as to content, would be limited to responses posted on Facebook, which documents are equally available to Facebook and/or being produced as part of Plaintiff's history.

INTERROGATORY NO. 11:

DESCRIBE what value, benefit or other consideration, if any, YOU have received, directly or indirectly, as a result of using Facebook.

RESPONSE TO INTERROGATORY NO. 11:

Plaintiff objects to this Interrogatory as vague and ambiguous to the extent that "value" and "benefit" are undefined, and construes the words to mean monetary compensation or the ability to access information, or applications / software. Subject to those objections and the General Objections, Plaintiff responds as follows: Facebook.com offers an easy way to

1 connect to people Plaintiff knows closely, and to new people. Plaintiff also uses Facebook.com
2 to collaborate on group events, homework and things of that nature. With respect to the
3 Sponsored Story in which I was featured, I was able to see photos from previous events for
4 Warrior Dash.
5

6 **INTERROGATORY NO. 12:**

7 For each of the websites identified in response to Interrogatory No. 6, DESCRIBE the
8 circumstances under which YOU have shared content with others (including, without
9 limitation, content CONCERNING a product, service, website, brand, organization, celebrity,
10 musician, band event, or other content), including, with respect to each piece of content shared,
11 the date(s) YOU shared the content, a description of the content shared, the website the content
12 was shared on, and the reasons(s) YOU shared the content.
13

14 **RESPONSE TO INTERROGATORY NO. 12:**

15 Plaintiff objects to this Interrogatory as overbroad, unduly burdensome, and not
16 reasonably calculated to lead to the discovery of admissible evidence. Plaintiff has not shared
17 info via this site.
18

19 **INTERROGATORY NO. 13:**

20 DESCRIBE all facts supporting YOUR statement that each Sponsored Story in which
21 YOU appeared was “perceived” by YOUR “Friends” on Facebook.com as a “positive
22 endorsement[.]” (Opp. To Mot to Dismiss at 21:17-20.)
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